

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/2018

**BMK3894 – SERVICE MARKETING
DISTANCE EDUCATION**

5 MARCH 2018
9.00 a.m- 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO** pages (*including* the cover page) with **FIVE** questions only.
2. Attempt **ALL** the questions.
3. Please write all your answers in the Answer Booklet provided.

ANSWER ALL QUESTIONS**QUESTION ONE**

Describe the FOUR (4) broad categories of services, and examples for each of them.
(20 marks)

QUESTION TWO

Identify a core product. Discuss the flower of service concept and describe how the facilitating and enhancing supplementary services relate to the core product identified.
(20 marks)

QUESTION THREE

Discuss how the 5Ws model can provide useful checklist for marketing communication planning if you are operating a hair salon in a suburban shopping center. (20 marks)

QUESTION FOUR

Discuss the FIVE (5) basic ways to manage demand if you are a hotel manager who is having two following situations:

- (a) Excess demand
- (b) Excess capacity.

(20 marks)

QUESTION FIVE

Discuss the FOUR (4) strategies for developing loyalty bonds with customers. Provide an example for each strategy. (20 marks)

End of page.